

Wednesday Dec. 25, 1912

"LA POPULAR"

The Popular Store, Where Dave Loeb Supplies Gentlemen With Latest Styles in Costumes.

One of the oldest and most frequently quoted sayings of the Bard of Avon is that "The apparel oft proclaims the man," and it has been acknowledged for centuries



that the truth of the assertion is more than self evident. Yet how many who quote the line grasp the fact that the man who is pronounced the very "glass of fashion and mould of form" owes much to the

designer and maker of the apparel he wears, and as much or more to the taste of the dealer from whom he purchased the goods; for who is there that does not rely very greatly in selection of his raiment upon the taste and judgment of the dealer he patronizes. And where can there be found better opportunity for a man of ideas in dress to give them form and force than in advising and aiding his customers in the selection of their vesture? And in the line city whenever those who are correctly and elegantly dressed appear in public places, the very *chic* and style of their apparel proclaims at once that they are patrons of The Popular Store, of which Mr. Dave Loeb is proprietor.

At Mr. Loeb's place of business, on Morley avenue, in the new Hagan building, is one of the most complete, elegant and perfectly appointed stocks of gent's clothing and furnishing goods, and all articles of gentlemen's use or wear to be found anywhere outside of the great metropolitan cities. Dave understands thoroughly the sartorial art, studies to please his customers and to give them their money's worth not only in style, quality and price; but in wear. His goods are of standard makes only and guaranteed by the manufacturers. He carries the Hart Schaffner & Marx and the B. Kuppenheimer fine clothing. Also the sole agency for Manhattan shirts, Regal shoes, and Clapp shoes, the Hole Proof and Interwoven hoisery.

The Popular Store makes a specialty of mail orders which are promptly and carefully filled the same day they are received.

M. HENDRICKS.

A Man Thoroughly Posted on Mines and Mining Locations in Arizona and Mexico.

The subject of this sketch who has made his home in Nogales some ten years or more, has devoted much of his time to prospecting and moving about the country with his eyes open for mines and mining ground, in which way he has come in touch with many good properties and prospects that are to be secured readily by those with the capital to acquire and develop them; and to all such Mr. Hendricks offers his services.

He has knowledge of good gold, silver and copper properties, both

developed and undeveloped, some that are held in ownership and are for sale while others are yet part and parcel of the public domain, open to location or denouncement; and he is ready and willing at all times to accompany to such properties those who desire to acquire them, and aid them in the work of purchase or making acquisition. Some of the best oil lands on the West Coast of Mexico are in his hands for sale. He is next also to a number of good rancho or cattle propositions to which he can direct those desiring them.

Frequently Mr. Hendricks is called for such service, as he is well known and reliable; and a letter addressed to P. O. box 368, Nogales, Arizona, or a telegram, will reach him readily and find him ready for business.

ADV.

"LA BARATA."

The Extensive and Widely Known Commercial Emporium of Mr. Nathan Leeker.

One of the most successful and capable business men in the line city, who has made his mark in the commercial world, is Mr. Nathan Leeker, the proprietor of "La Barata," a noted dry goods emporium, which fills a commanding position in the mercantile life of the border metropolis. It is but a little more than half a dozen years (in May, 1906) since Mr. Leeker established himself in business in the line city, yet within that time, from a very small and insignificant start the gentleman has built up a fine and lucrative trade, carrying a large and well selected stock, which is kept up to the highest standard always.

When Mr. Leeker arrived in the line city he was without means or resources, save a fine business training and his own indomitable will joined with a lofty determination to deserve success, and desiring to attain it, which laudable ambition and close attention to business have crowned his efforts with all he sought. For some period of time after his arrival Mr. Leeker gave to others the benefit of his rare business qualities, having in mind, however, his determination to own and conduct a business house of his own. Finally, by economy and frugality, having accumulated a little cash capital, he felt that the time had arrived to put to the touch his own fortune and branch out into trade upon his own account. So he laid out his available capital, opening his store in the same premises he occupies still, the same having been enlarged and expanded from time to time, in order to meet the wants and needs of the rapidly growing business he had established.

The stock of goods at "La Barata" is one of the most complete and varied assortments of dry goods, ladies' dress goods, gloves, hosiery, laces, ribbons, ladies' and children's underwear, ladies' shoes, and gentlemen's clothing, underwear, hats, caps, etc., to be found anywhere along the border.

Buying right is one of the great factors in the phenomenal success Mr. Leeker has attained. He is one of the most expert buyers in the country. There is a familiar epigram which runs that "goods well bought are half sold." There is no doubt of that. But so keen and astute a buyer is Mr. Leeker that when his goods are bought they are three-quarters sold. With his rare judgment and keen insight of the great marts of the East, Mr. Leeker is able to command

such splendid bargains that when the consignments reach Nogales and are ready for his shelves the goods sell themselves. Added to that the fair dealing given customers, and the efforts made to satisfy their smallest desires are such that when a customer comes once to "La Barata" he or she always comes again.

Always on the lookout for special sales, such as take place in the great Eastern cities, from time to time, where large and valuable stocks are thrown upon the market to fetch any price that brings the ready cash, which Mr. Leeker commands at all times, he has been able to import great consignments of the best and finest qualities of all kinds of goods in his line, and in that way there are presented at "La Barata," from time to time, special sales of great stocks of valuable goods which are sold at prices so cheap that they could not be met even in the East. So when Mr. Leeker announces the receipt of a new consignment at "La Barata," the people know that there are rare bargains to be had, and they hasten to take advantage of them.

And they are never disappointed. The goods are there always, and the prices are such that remarkable values are given for the customers' money.

ADV.

A. L. PECK.

A Long Time Resident, Owner of the City Stable, and a Supervisor of Santa Cruz County.

One of the oldest residents in Santa Cruz County is Mr. A. L. Peck, who owns and runs the City Stable, on Grand Avenue in Nogales, Arizona, and is a member of the Board of Supervisors of Santa Cruz County. Mr. Peck has served also several terms on the municipal council, and is at present the Superintendent of Streets.

Mr. Peck has been a practical miner, having been foreman in several big mines. He has interests in several valuable properties in the Patagonia mountains, notably, the mines of the Crescent Copper Company, and the Tres de Mayo properties.

ADV.

AFRICAN LAND & IRRIGATION CO.

A Corporation Designed by Colored Men for Uplift of the American Negro.

The corporation of which the above caption is the title was framed by leading colored men of Nogales for the purpose of extending to the American Negro wide and free opportunity for entering into the commercial and productive life of the Western Part of the American Hemisphere, with its immense capacity for support of a redundant population, and its destined colossal material development, giving him a grasp upon great problems and an interest in important enterprises.

The founders of this enterprise believe that some such instrument is to be the means of the uplift of the American negro as a race, and that no finer field for its operation may be found anywhere in the world than in the Great Southwest, embracing Arizona and the West Coast of Mexico. With that idea they have organized this corporation, upon clear and well defined lines, with definite objects in view, and well defined but firmly restricted powers. One remarkable feature in its organization is the fact that the shares are all treasury

stock; there are no promoters' shares, and the men who organized the company get their holdings upon the same terms as do any and all other subscribers to the stock.

The corporation is framed to enter into all kinds of business operations, commercial, mining, industrial, agricultural and horticultural, etc., etc. The officers of the corporation are: President C. T. Jones, Vice President H. O. Flipper, Secretary John Hawkady, Treasurer C. T. Jones, who with A. Jones constitute the board of directors. All the parties named are known well in Arizona and New Mexico, and they are reliable, dependable and efficient. The principal office is in Nogales, Arizona.

ADV.

TWICE A PIONEER.

George W. Atkinson of Calabasas and Tucson, Who Has Pioneered in Two States.

A native of Illinois, of pioneer stock, the subject of his sketch, Mr. George W. Atkinson, can lay claim to the distinction of having been a pioneer in two states, and he is a proud member of two Pioneer Societies, those of Colorado and Arizona.



While yet a lad Mr. Atkinson went in 1860 from Illinois to Colorado, at that time just segregated from Kansas and made a territory, locating at Denver. In the fall of that year he was one of the Sabbath School

scholars in the first Sunday School organized in Colorado; which is a distinction well worthy of note. In 1863 he was is a member of an independent military organization known as Tyler's Rangers, which did service against the Indians, and participated in the battle of Sand Creek, where Colonel Chivington wiped out a large band of Arapahoe Indians.

When Colorado passed from a territorial condition and in 1876 became the Centennial State, the pioneering instinct led him to seek another territory, to help build another state, and in 1877 he came to Arizona, locating at Yuma in December of that year. A little more than a year later, on December 31st, 1878, Mr. Atkinson removed to the valley of the Santa Cruz, locating upon a beautiful and fertile quarter section of land, where he has made his home since that time, turning into the hills a band of stock cattle, from the increase of which he realized long since a handsome competence. In the thirty-four years that have elapsed since that time Mr. Atkinson has witnessed many changes in these parts. Of those who were in the Santa Cruz valley at that time Mr. Sabino Otero is the only one remaining alive.

In Pima county Mr. Atkinson served a term on the board of supervisors and when Santa Cruz county was segregated he was a member of the first board appointed.

Still retaining his rancho and cattle in Santa Cruz county, taking as a partner however, his nephew Mr. Joseph Deegan, some four years ago Mr. Atkinson bought a handsome home in Tucson, and removed his family to that city, dividing his time between the rancho and the town life.

ADV.